

Syllabus

BSAD1050 Introduction to Business

2012

Committee Members:

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NCCA Council of Instructional Officers Chair

Dr. Dennis Headrick, Southeast Community College 

Date Approved: 3/16/12

I. CATALOG DESCRIPTION

BSAD1050

Introduction to Business

Prerequisites: None

An introductory study and overview of the role of business in society as well as a discussion of the various disciplines of business including an overview of business organization, management, marketing, human resource management, and finance. Also a study and discussion of various strategies for success of specific public and private firms as well as small business. Business vocabulary used to understand analyze, interpret business news and information.

4.5 quarter credit hours/3.0 semester credit hours/45 contact hours

II. COURSE OBJECTIVES: *Course will:*

1. Describe the differences among the world's economic systems
2. Identify and distinguish major forms of business ownership
3. List the basic structure, process and function of management in a business organization; compare and contrast leadership styles; and list the functions of traditional line and staff subdivisions
4. Discuss fundamental elements of marketing goods and/or services in a customer-driven, global economic system, an e-commerce economic environment
5. Familiarize students with the role and scope of management within an organization
6. Introduce the importance of financial management in a business
7. Acquaint the students with the terms and concepts associated with business and the business environment.
8. Recognize the social and ethical responsibilities of business..

III. LEARNING OUTCOMES: *Students will be able to:*

1. Discuss the nature of business and the importance of growth and sustainability
2. Analyze relationship of revenue, expenses, and profit
3. Compare and contrast major economic systems
4. Assess government-business relationship as it exists today in the United States
5. Compare and Contrast the basic forms of business ownership

6. Explain the basic of financial management Illustrate the Federal Reserve System's role in our economy
7. Outline the marketing functions and describe their significance
8. Discuss the responsibilities and significance of human resource management
9. Differentiate and recommend motivational approaches used in business
10. Classify and apply the functions of management
11. Interpret organizational charts and describe authority relationships
12. Weigh the social and ethical responsibilities of business.

IV. CONTENT/TOPICAL OUTLINE

1. Fundamentals of Business and Economics
2. Ethics and Social Responsibility of Business
3. Global Business
4. Small Business, New Ventures, and Franchises
5. Forms of Ownership and Business Combinations
6. Functions and Skills of Management
7. Organization, Teamwork, and Communication
8. Human Resources Management
9. Fundamentals of Marketing and Customer Service
10. Accounting

V. INSTRUCTIONAL MATERIALS *(These are suggested texts; the instructor or institution can select the text that will work best to meet the course objectives.)*

1. Pride, William M., Robert J. Hughes, and Jack R. Kapoor. *Foundations of Business*, Current Edition. Mason, OH; : South-Western Cengage Learning.
2. Nickels, William E., James McHugh, and Susan McHugh. *Understanding Business* , Current Edition. New York, NE: McGraw-Hill,
3. Kelly & McGowen. *BUSN* Mason, OH: South-Western Cengage Learning

4. Madura, Jeff. Introduction to Business, Current Edition. St. Paul, MN: Paradigm Publishing, Inc.
5. Courtland, L. Bovève, and John V. Thill. Business in Action, Current Edition. Upper Saddle River, New Jersey: Prentice Hall
6. Financial Management and Banking
7. Investments and Retirement Options (Optional)
8. Understanding Personal Finance (Optional)

VI. METHODS OF PRESENTATION *(can vary per instructor)*

- A. Explanation and/or lecture
- B. Video presentation
- C. Student reports
- D. Role play
- E. Guest speaker
- F. Small group activities
- G. Discussion
- H. PowerPoint presentation
- I. Field trips
- J. Internet activities
- K. Online, hybrid/blended delivery

VII. METHOD OF EVALUATION *(can vary per instructor)*

- A. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

VIII. INSTITUTIONAL DEFINED SECTION

(To be used at the discretion of each community college as deemed necessary)